



**CITY OF LODI
COUNCIL COMMUNICATION**

AGENDA TITLE: Report on Possible Transit Fare Increases and Route Modifications and Consider Setting Public Hearing for a Date Determined by City Council

MEETING DATE: November 4, 2009

PREPARED BY: Public Works Director

RECOMMENDED ACTION: Receive a report on possible transit fare increases and route modifications and consider setting a public hearing for a date to be determined by City Council.

BACKGROUND INFORMATION: At the Public Hearing on October 21, 2009, City Council approved reducing service hours for the City's transit operations in response to reduced State funding. The changes became effective November 2, 2009. City Council also directed staff to explore:
1) extending the service hours on Saturday and Sunday and 2) increasing fares.

Staff recommends that Council approve the Extended Service Option and implement a proposed increase in transit fares based upon the information provided below. Staff recommends that a public hearing to consider the increase in transit fares be set for December 19, 2009, or earlier if possible.

Extending Service Option

Staff worked with the City's transit contractor, MV Transportation, to determine the additional cost to extend service hours on Saturday and Sunday. The extended service hours on the Fixed Route and Dial-A-RideNineLine service are presented in Table 1 below.

Table 1

<u>Service</u>	<u>Day</u>	<u>Approved by Council</u>	<u>Extended Service Option</u>
Fixed Route (4 routes)	Saturday	9:15 a.m. – 3:08 p.m.	7:45 a.m. – 3:09 p.m.
Fixed Route (4 routes)	Sunday	No Service	9:00 a.m. – 12:30 p.m.
Dial-A-RideNineLine	Saturday	9:15 a.m. – 3:08 p.m.	7:45 a.m. – 3:09 p.m.
Dial-A-RideNineLine	Sunday	No Service	9:00 a.m. – 12:30 p.m.

Based on MV Transportation's funding model, the additional cost for extending the Saturday service hours and adding Sunday service is approximately \$53,000. Approximately 153 daily passengers (43 DARNL and 110 Fixed Route) of the total Sunday ridership (241 passengers = 70 DARNL and 171 Fixed Route passengers) will be serviced during the extended hours shown above.

APPROVED: 
Blair King, City Manager

Increase Transit Fares

In January 2005, after the October 20, 2004 City Council public hearing, the Fixed Route fares were increased by \$0.50 for the general public and \$0.25 for Senior/Disabled/Medicare passengers, and the Dial-A-Ride fares were increased by \$3.00 for general public and \$0.50 for Senior/Disabled/Medicare passengers. It should be noted that there are very few general public Dial-A-Ride passengers. Following the fare increase, the Fixed Route and Dial-A-Ride ridership dropped approximately 17.2% and 7.7%, respectively.

Due to federal regulations and City Council meeting schedules, the proposed new fares could not begin before January 2, 2010 and, therefore, the new fares would apply for only half of the current fiscal year. The federal process for implementing fare increases requires an informational public meeting followed by a public hearing. If a special meeting was scheduled for the public hearing in latter November, the proposed new fares could begin December 1, 2009, and the higher fares could be collected for seven months instead of six months.

Staff recommends proposed fare increases as presented in Table 2. Assuming the new fares would apply to half of the current fiscal year and the ridership reductions noted above, the additional revenue resulting from the fare increase would be approximately \$32,100. If the fare increase were implemented December 1, 2009, the additional revenue would be approximately \$37,450.

Table 2

	Current Fare	Proposed Fare
Dial-A-Ride		
General Public	\$5.00	\$7.00
Senior/Disabled/Medicare	\$1.50	\$2.00
10-Ride General Public	\$50.00	\$66.50
10-Ride Senior/Disabled/Medicare	\$12.00	\$20.00
VineLine		
ADA-Certified	\$1.50	\$2.00
Fixed Route		
General Public (6-59)	\$1.00	\$1.25
Senior/Disabled/Medicare	\$0.50	\$0.65
General Public Monthly Pass	\$10.00	\$12.50
Senior/Disabled/Medicare Monthly Pass	\$5.00	\$6.25
Outside City Limits		
Dial-A-Ride	\$1.00	No change

Presented in Exhibit A is a comparison of transit fares for selected cities in the region. The proposed transit fares are, in staffs opinion, favorably comparable to these other cities.

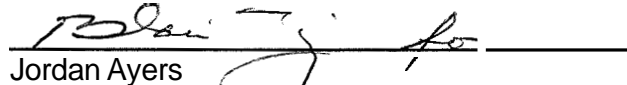
In summary, the estimated cost of the Extended Service Option is \$53,000 and the additional revenue provided by the fare increase is \$32,100 (or \$37,450). Staff believes the system can be operated within budget under these conditions, given that budgets are estimates and minor cost control measure can be implemented through the year, if necessary.

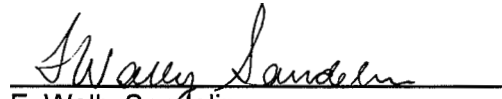
Staff recommends that Council approve the Extended Service Option and implement a proposed increase in Transit Fares based upon the information provided. Staff recommends that a public hearing

to consider the increase in Transit Fares for December 19, 2009 or earlier if possible. By previous Council action, the City Manager is authorized to implement a required contract amendment with MV Transportation.

FISCAL IMPACT: Increase transit operations costs.

FUNDING AVAILABLE: Pending future action to increase transit fares.


Jordan Ayers
Deputy City Manager/ Internal Services Director


F. Wally Sandelin
Public Works Director

Prepared by Paula J. Fernandez, Transportation Manager/Senior Traffic Engineer

FWS/PJF/pmf

Attachment

Comparison of Transit Fares

	Fixed Route				Dial-A-Ride/ADA Paratransit			
	General Public Fare	Sr/Dis/Med Fare	Student	Children	General Public (Adult/Children)	Sr/Dis/Med	Student	ADA Paratransit Only
Lodi	\$1.25	\$0.65	\$1.25	5 and under free per 2 fare paying adults	\$7.00	\$2.00	\$7.00	\$2.00
Davis Unitrans	\$1.00	Unlimited Access with free pass, upon approval (Senior= 60+)	Unlimited Access with registration card; without card fare is \$1.00	N/A	none			
Davis Community Transit	none				N/A	N/A	N/A	\$2.00 for customers who qualify under ADA
Elk Grove e-tran/e-van	\$2.25	\$1.10	\$1.10	5 and under free	N/A	\$3.50 local, \$7.50 regional (Srs= 75+)	N/A	\$3.50 local, \$7.50 regional (Srs= 75+)
Escalon	\$1.50	\$0.75	\$1.25	N/A	N/A	N/A	N/A	\$3.00 (provided by SJRTD)
Fairfield	\$1.00	\$0.50	N/A		N/A	N/A	N/A	\$3.00
Galt (DAR)	none				\$2.50 / 4 and under free with fare paying adult	\$1.75	\$1.75	N/A
Livermore (Livermore/Amador Valley Transit Authority)	\$2.00	\$1.00	N/A	6 and under free	N/A	\$3.50	N/A	N/A
Manteca	\$1.00	\$0.50	\$0.75	5 and under free	N/A	\$2.00	N/A	N/A
Ripon (service provided by SJRTD Hopper Route 91)	\$1.50	\$0.75	\$1.25	4 and under free	N/A	\$1.00 (Ripon seniors and/or disabled, one Thur/ month, just to Modesto, within 25 miles of town)	N/A	N/A
Roseville	\$1.50	\$0.75	N/A	4 and under free	\$3.75 4 and under free	\$2.25	N/A	\$2.25
Stockton (SJRTD)	\$1.50	\$0.75	\$1.25	5 and under free	N/A	N/A	N/A	\$3.00
Tracy	\$1.00	\$0.50	\$0.75	6 and under free	\$1.25 (only for travel to and from the Unincorporated areas)	\$1.25	N/A	\$1.25

TABLE 2

	Current Fare	Proposed Fare
Dial-A-Ride		
General Public (0-59)	\$5.00	\$7.00
Sr/Disabled/Medicare	\$1.50	\$2.00
10-ride General Public	\$50.00	\$66.50
10-ride Sr/Disabled/Medicare	\$12.00	\$20.00
VineLine		
ADA Certified	\$1.50	\$2.00
Outside City Limits		
Dial-A-Ride	\$1.00	\$1.00
	Current Fare	Proposed Fare
Fixed Route		
General Public (5-59)	\$1.00	\$1.25
Sr/Disabled/Medicare	\$0.50	\$0.65
General Public Monthly Pass	\$35.00	\$44.00
Sr/Disabled/Medicare Monthly Pass	\$17.50	\$22.00
10-ride General Public	\$10.00	\$12.50
10-ride Sr/Disabled/Medicare	\$5.00	\$6.25

The City of Lodi
Public Works
Transportation Division



Item J-3 – Report on Possible Transit Fare Increases and Route Modifications



- Issue
- Extended Service Option
- Transit Fare Increase
- Comparison of Transit Fares
- Action



Issue

Revenues	\$3,034,170
Expenditures	<u>- 3,477,945</u>
Funding Shortfall	\$443,775
Operations Savings (Jul - Oct)	- 70,000
Operations Savings (Nov – Jun)	<u>- 50,000</u>
Projected Deficit	\$323,775



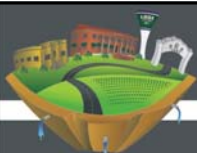
Extended Service Option

SERVICE	DAY	APPROVED BY COUNCIL	EXTENDED SERVICE OPTION
Fixed Route (4 routes)	Saturday	9:15 AM - 3:08 PM	7:45 AM - 3:09 PM
Fixed Route (4 routes)	Sunday	No Service	9:00 AM - 12:30 PM
DAR/VineLine	Saturday	9:15 AM - 3:08 PM	7:45 AM - 3:09 PM
DAR/VineLine	Sunday	No Service	9:00 AM - 12:30 PM



DAR/VineLine Fare Increase

	Current Fare	Proposed Fare
Dial-A-Ride		
General Public (0 – 59)	\$5.00	\$7.00
Sr/Disabled/Medicare	\$1.50	\$2.00
10-ride General Public	\$50.00	\$66.50
10-ride Sr/Disabled/Medicare	\$12.00	\$20.00
VineLine		
ADA Certified	\$1.50	\$2.00
Outside City Limits		
Dial-A-Ride	\$1.00	\$1.00



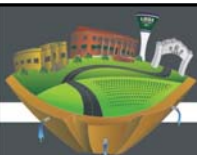
Fixed Route Fare Increase

	Current Fare	Proposed Fare
Fixed Route		
General Public (5-59)	\$1.00	\$1.25
Sr/Disabled/Medicare	\$0.50	\$0.65
General Public Monthly Pass	\$35.00	\$44.00
Sr/Disabled/Medicare Monthly Pass	\$17.50	\$22.00
10-ride General Public	\$10.00	\$12.50
10-ride Sr/Disabled/Medicare	\$5.00	\$6.25



Exhibit A

Comparison of Transit Fares



Action

- Extend Service Hours Effective November 5th
- Conduct Public Hearing on December 19th, or Earlier
- By Previous Council Action, City Manager will Implement Required Contract Amendment with MV Transportation



Questions?



*Please immediately confirm receipt
of this fax by calling 333-6702*

CITY OF LODI
P. O. BOX 3006
LODI, CALIFORNIA 95241-1910

ADVERTISING INSTRUCTIONS

**SUBJECT: PUBLIC HEARING TO CONSIDER TRANSIT FARE INCREASES
AND ROUTE MODIFICATIONS**

**PUBLISH DATE: SATURDAY, NOVEMBER 14, 2009
SATURDAY, NOVEMBER 28, 2009**

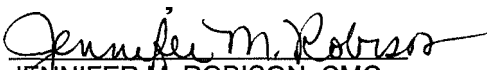
LEGAL AD

TEAR SHEETS WANTED: One (1) please

SEND AFFIDAVIT AND BILL TO: RANDI JOHL, CITY CLERK
City of Lodi
P.O. Box 3006
Lodi, CA 95241-1910

DATED: WEDNESDAY, NOVEMBER 11, 2009

ORDERED BY: RANDI JOHL
CITY CLERK


JENNIFER M. ROBISON, CMC
ASSISTANT-CITY CLERK

MARIA BECERRA
ADMINISTRATIVE CLERK

Verify Appearance of this Legal in the Newspaper – Copy to File

Faxed to the Sentinel at 369-1084 at _____ (time) on _____ (date) _____ (pages)	
LNS _____	Phoned to confirm receipt of all pages at _____ (time) _____ CF _____ MB _____ JMR (initials)



DECLARATION OF POSTING

PUBLIC HEARING TO CONSIDER TRANSIT FARE INCREASES AND ROUTE MODIFICATIONS

On Friday, November 13, 2009, in the City of Lodi, San Joaquin County, California, a Notice of Public Hearing to consider transit fare increases and route modifications (attached and marked as Exhibit A) was posted at the following locations:

Lodi Public Library
Lodi City Clerk's Office
Lodi City Hall Lobby
Lodi Carnegie Forum

I declare under penalty of perjury that the foregoing is true and correct.

Executed on November 13, 2009, at Lodi, California.

ORDERED BY:

**RANDI JOHL
CITY CLERK**


JENNIFER M. ROBISON, CMC
ASSISTANT CITY CLERK

MARIA BECERRA
ADMINISTRATIVE CLERK



CITY OF LODI

Carnegie Forum
305 West Pine Street, Lodi

NOTICE OF PUBLIC HEARING

Date: December 16, 2009

Time: 7:00 p.m.

For information regarding this notice please contact:

Randi Johl,
City Clerk

Telephone: (209)333-6702

EXHIBIT A

NOTICE OF PUBLIC HEARING

NOTICE IS HEREBY GIVEN that on Wednesday, December 16, 2009, at the hour of 7:00 p.m., or as soon thereafter as the matter may be heard, the City Council will conduct a public hearing at the Carnegie Forum, 305 West Pine Street, Lodi, to consider the following matter:

- a) Transit fare increases and route modifications.

Information regarding this item may be obtained in the Public Works Department, 221 West Pine Street, Lodi, (209) 333-6706. All interested persons are invited to present their views and comments on this matter. Written statements may be filed with the City Clerk, City Hall, 221 West Pine Street, 2nd Floor, Lodi, 95240, at any time prior to the hearing scheduled herein, and oral statements may be made at said hearing.

If you challenge the subject matter in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice or in written correspondence delivered to the City Clerk, 221 West Pine Street, at or prior to the close of the public hearing.

By Order of the Lodi City Council:

Randi Johl
City Clerk

Dated: November 4, 2009

Approved as to form:

D. Stephen Schwabauer
City Attorney